

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Tourism Promotion – Designing, Printing and Material Supplied Soft Copies for PATA Travel Mart 2008 Publicity, through M/s. Akshara Advertising Pvt. Ltd. - Amount Sanctioned – Orders – Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 1249

Dated:26-12-2008  
Read the following:

1. Invoice No. Misc/047/08, Dt.16-08-2008 of M/s. Akshara Advertising Pvt. Ltd., Hyderabad.

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**ORDER:**

To promote Tourism Destinations of Andhra Pradesh State, the Tourism and Culture Department has designed, printed and supplied of materials in important occasions, as a part of promotional initiatives. As a follow up of these initiatives, this department has participated in PATA Travel Mart-2008, which was held in Hyderabad from 16<sup>th</sup> to 19<sup>th</sup> September 2008. During the participation specially designed, 3 advt campaign of Hyderabad, Hi-resolution images for use in Incredible India website (20 images), Advertorial 4 pages on Hyderabad, Advertorial 4 pages on Andhra Pradesh, Welcome PATA delegates full page advertisement, and 6 page Folder on Hyderabad, and 6 page Folder on Andhra Pradesh, was got done through M/s. Akshara Advertising Pvt. Ltd., which is one of the empanelled Advertising Agencies of AP Tourism. After completion of work, the said agency has forwarded a bill amounting to Rs.1,16,855/- vide letter 1<sup>st</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.1,16,855/- (Rupees One Lakh Sixteen Thousand Eight Hundred and Fifty Five only) towards designing, printing and material supplied soft copies for PATA Publicity, which is inclusive of service tax.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference - 500 – other charges – 503 – other expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Akshara Advertising Pvt. Ltd, Hyderabad, after deducting I.T. payable to the Income Tax Department

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT

To,

M/s. Akshara Advertising Pvt. Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER